

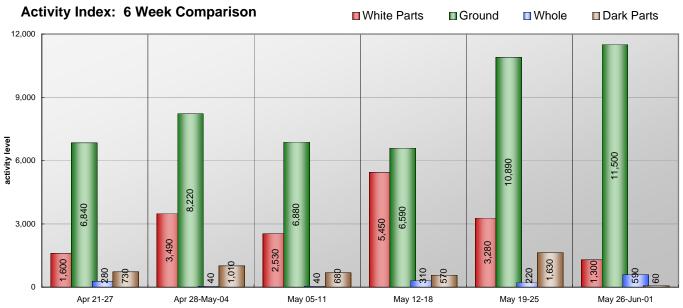
USDA Weekly Retail Turkey Feature Activity

Fri. May 26, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/26 thru 06/01.

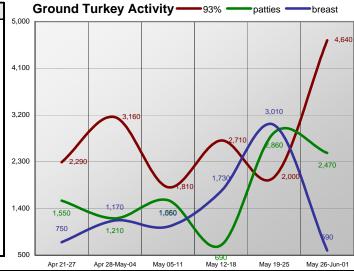
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

THIS WEEK	NATIONAL SUMMARY								
Feature Rate 1/	107(1				WEEK	1			
Activity Index 2/ 13,450 16,020 3/ Stores Wtd Avg WHOLE BIRDS: Fresh - Hens 520 1.19 220 1.27 " - Toms 30 1.15 7 Frozen - Hens 20 0.99 9 " - Toms 20 0.99 9 PARTS: Breast: Bone-in, whole 170 1.97 660 1.31 Fresh 90 1.53 660 1.31 660 1.31 Hotel Style Fresh 90 1.49 50 7.27 660 1.31 1.49 50 7.27 7 660 1.31 7.27 7 7 7.27 7 7.27 7 7.27 8 8 7.27 8 8 7.27 8 8 3.63 3.63 3.63 3.63 3.63 3.63 3.63 3.63 3.99 1,240 3.62 3.50 3.99 1,240<	Feature Rate 1/	41.1% of	17,000	48.3% of 17,000					
Stores Wtd Avg Stores Wtd Avg WHOLE BIRDS: Fresh - Hens 520 1.19 220 1.27 " - Toms 30 1.15 30 1.15 Frozen - Hens 20 0.99 30 3.63 " - Toms 20 0.99 30 3.99 PARTS: Breast: Bone-in, whole Fresh 170 1.97 4	Special Rate 4/	9.6	%	2.3%					
WHOLE BIRDS: 520 1.19 220 1.27 " - Toms 30 1.15 1.27 " - Toms 20 0.99 1.27 " - Toms 20 0.99 1.27 PARTS: Breast: Bone-in, whole 1.97 60 1.31 Fresh 170 1.97 660 1.31 Hotel Style Fresh 90 1.49 660 1.31 Frozen 90 1.49 7.27 1.31	Activity Index 2/	13,4	150	16,020		1			
Fresh - Hens 520 1.19 220 1.27 " - Toms 30 1.15 1.15 1.27 Frozen - Hens 20 0.99	3/	Stores V	/td Avg	Stores V	Vtd Avg]			
" - Toms 30 1.15 Frozen - Hens 20 0.99 " - Toms 20 0.99 PARTS: Breast: Bone-in, whole Fresh 170 1.97 Frozen 90 1.53 660 1.31 Hotel Style Fresh 90 1.49 Frozen 59 1.49 Frozen 59 450 7.27 727	WHOLE BIRDS:					1			
Frozen - Hens 20 0.99 PARTS: Breast: Bone-in, whole Fresh 170 1.97 Frozen 90 1.53 660 1.31 Hotel Style 90 1.49 Frozen Fresh 60 2.14 Frozen Split, bone-in Fresh 60 2.14 Frozen Fresh 60 2.14 Fresh 450 7.27 Fresh 7.27 Fresh 820 3.63 Fresh 3.63 Fresh 150 3.99 3.63 Fresh 150 3.99 1,240 3.62 Strips 150 3.99 1,240 3.68 Borumsticks 20 0.99 810 1.31 Necks Fresh 820 1.31 Fresh 1.31 Necks Fresh 20 1.59 Fresh	Fresh - Hens	520	1.19	220	1.27				
" - Toms 20 0.99 PARTS: Breast: Bone-in, whole Fresh 170 1.97 Frozen 90 1.53 660 1.31 Hotel Style 90 1.49 Fresh 600 2.14 Fresh 8.20 7.27 Fresh 8.20 3.63 8.20 3.63 8.20 3.63 8.20 3.63 8.20 3.63 8.20 3.63 8.20 3.62 8.20 3.50 3.99 3.62 8.20 3.51 3.99 3.62 8.20 3.51 3.50 3.99 3.68 8.20 1.31 3.68 3.20 3.21 3.21 3.21 3.21 3.22 3.22 3.22 3.22 3.22 3.22 3.22 3.22 3.22 3.22 3.22 3.23 3	" - Toms	30	1.15						
PARTS: Breast: Bone-in, whole Fresh 170 1.97 Frozen 90 1.53 660 1.31 Hotel Style 90 1.49 Fresh 600 1.49 Fresh 90 1.49 Fresh 450 7.27 Split, bone-in 60 2.14 450 7.27 Boneless, whole 110 2.99 350 3.63 Cutlets 350 3.99 1,240 3.62 Strips 150 3.99 1,240 3.62 Strips 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 Smoked Necks 11,500 2.36 10,890	Frozen - Hens	20	0.99						
Breast: Bone-in, whole Fresh 170 1.97 Frozen 90 1.53 660 1.31 Hotel Style 90 1.49 1.44	" - Toms	20	0.99						
Bone-in, whole Fresh 170 1.97 Frozen 90 1.53 660 1.31 Hotel Style Fresh 90 1.49 Frozen Split, bone-in Fresh 60 2.14 Rotisserie 300 5.39 450 7.27 Boneless, whole 110 2.99 350 3.63 Cutlets 350 3.99 1,240 3.62 Strips 150 3.99 Tenders 130 3.91 430 3.68 Drumsticks 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 Smoked Necks GROUND TURKEY: 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	PARTS:								
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Fresh 90 1.49 Frozen Split, bone-in 60 2.14 Rotisserie 300 5.39 450 7.27 Boneless, whole 110 2.99 350 3.63 Cutlets 350 3.99 1,240 3.62 Strips 150 3.99 150 3.99 Tenders 130 3.91 430 3.68 Drumsticks 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 820 1.31 Necks Smoked Necks 20 1.59 5 5 GROUND TURKEY: 11,500 2.36 10,890 2.79 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Frozen	90	1.53	660	1.31				
Frozen Split, bone-in Fresh 60 2.14 Rotisserie 300 5.39 450 7.27 Boneless, whole 110 2.99 350 3.63 Cutlets 350 3.99 1,240 3.62 Strips 150 3.99 150 3.99 Tenders 130 3.91 430 3.68 Drumsticks 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 Smoked Wings 20 1.59 Smoked Necks 5 1.59 GROUND TURKEY: 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19 <td>Hotel Style</td> <td></td> <td></td> <td></td> <td></td> <td></td>	Hotel Style								
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Fresh 60 2.14 Rotisserie 300 5.39 450 7.27 Boneless, whole 110 2.99 350 3.63 Cutlets 350 3.99 1,240 3.62 Strips 150 3.99 150 3.99 Tenders 130 3.91 430 3.68 Drumsticks 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 820 1.31 Smoked Wings 20 1.59 5 5 5 Smoked Necks 40 1.59 5 10,890 2.79 2.79 2.47 2.45 2,860 2.48 2.47 2.45 2,860 2.48 2.47 2.45 2,860 2.48 2.47 2.45 2.66 2.48 2.47 2.45 2.66 2.48 2.45 2.66 2.48 2.45 2.46 2.23	Frozen								
Rotisserie 300 5.39 450 7.27 Boneless, whole 110 2.99 350 3.63 Cutlets 350 3.99 1,240 3.62 Strips 150 3.99 150 3.99 Tenders 130 3.91 430 3.68 Drumsticks 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 820 1.31 Smoked Wings 20 1.59 820 1.31 820 1.31 Factorial Research 20 1.59 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820 1.31 820	Split, bone-in								
Boneless, whole 110 2.99 350 3.63 Cutlets 350 3.99 1,240 3.62 Strips 150 3.99 Tenders 130 3.91 430 3.68 Drumsticks 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 Smoked Necks GROUND TURKEY: 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Fresh	60	2.14						
Cutlets 350 3.99 1,240 3.62 Strips 150 3.99 150 3.99 Tenders 130 3.91 430 3.68 Drumsticks 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 Smoked Wings 20 1.59 Smoked Necks 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Rotisserie	300	5.39	450	7.27				
Strips 150 3.99 Tenders 130 3.91 430 3.68 Drumsticks 20 0.99 810 1.31 Thighs 820 1.31 Necks 820 1.31 Smoked Drumsticks 20 1.59 Smoked Wings 20 1.59 Smoked Necks 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Boneless, whole	110	2.99	350	3.63				
Tenders 130 3.91 430 3.68 Drumsticks 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 Smoked Wings 20 1.59 Smoked Necks 20 1.59 GROUND TURKEY: 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Cutlets	350	3.99	1,240	3.62				
Drumsticks 20 0.99 810 1.31 Thighs Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 Smoked Wings 20 1.59 Smoked Necks 20 1.59 GROUND TURKEY: 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Strips			150	3.99				
Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks GROUND TURKEY: Patties Sausage 3,560 2,23 1,540 2,88 85% lean 240 1,65 1,480 1,85 93% lean 4,640 2,23 2,000 2,19	Tenders	130	3.91	430	3.68				
Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 Smoked Wings 20 1.59 Smoked Necks 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Drumsticks	20	0.99	810	1.31	1			
Wings 820 1.31 Necks Smoked Drumsticks 20 1.59 Smoked Wings 20 1.59 Smoked Necks 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Thighs								
Necks 20 1.59 Smoked Drumsticks 20 1.59 Smoked Wings 20 1.59 Smoked Necks 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Wings			820	1.31				
Smoked Wings 20 1.59 Smoked Necks 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	•								
Smoked Necks 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Smoked Drumsticks	20	1.59						
GROUND TURKEY: 11,500 2.36 10,890 2.79 Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Smoked Wings	20	1.59						
Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Smoked Necks								
Patties 2,470 2.45 2,860 2.48 Sausage 3,560 2.23 1,540 2.88 85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	GROUND TURKEY:	11,500	2.36	10,890	2.79	1			
85% lean 240 1.65 1,480 1.85 93% lean 4,640 2.23 2,000 2.19	Patties					1			
93% lean 4,640 2.23 2,000 2.19	Sausage	3,560	2.23	1,540	2.88				
93% lean 4,640 2.23 2,000 2.19	85% lean	240	1.65	1,480	1.85	l			
Breast 590 3.99 3.010 3.90	93% lean	4,640	2.23	2,000	2.19				
	Breast	590	3.99	3,010	3.90				



Ahead of the Memorial Day weekend, feature activity for turkey is largely limited to ground turkey for grilling. A few locations are promoting smaller fresh whole birds as a grilling item but these features are limited. Breast cut featuring is fairly quiet this week with no clear direction on pricing. Ground turkey for the holiday weekend dominates turkey advertising this week with lean ground turkey, link sausage and patties all seeing sharply higher ad activity on slightly firmer average feature price levels. Chicken, beef, and pork dominate ad space this week as the first big summer grilling weekend is upon us.

Turkey Featuring - 05/26 thru 06/01



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

11: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 21: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300)31: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 41: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



USDA Weekly Retail Turkey Feature Activity

Fri. May 26, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/26 thru 06/01. (prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S.		CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)			
	(CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ,								
	NY,PA,RI	NY,PA,RI,SC,VA,VT,WV) NE, OH, OK,SD,TN,TX,WI)							
Feature Rate 1/	40.4% of 7,900 sampled outlets			29.2% of 5,200 sampled outlets			58.5% of 3,900 sampled outlets		
Special Rate 2/	7.7% of stores w/ no-price promotions			5.4% of stores w/ no-price promotions			19.2% of stores w/ no-price promotions		
Activity Index 3/	Activity Index = 6,430			Activity Index = 2,830			Activity Index = 4,190		
	Price Range Summary		Price Range	Summary		Price Range Summar		ry	
	(\$/pound)	Stores V	Vtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg
WHOLE BIRDS:									
Fresh - Hens				1.08	10	1.08	1.19	510	1.19
" - Toms				1.08	10	1.08	1.19	20	1.19
Frozen - Hens							0.99	20	0.99
" - Toms							0.99	20	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	150	1.99				1.79	20	1.79
Frozen				1.49	70	1.49	1.69	20	1.69
Hotel Style									
Fresh	1.49	90	1.49						
Frozen									
Split, bone-in									
Fresh	1.99	50	1.99	2.89	10	2.89			
Rotisserie	3.99	160	3.99				6.99	140	6.99
Boneless, whole	2.99	110	2.99						
Cutlets	3.99	320	3.99	3.99	30	3.99			
Strips									
Tenders	3.99	110	3.99	3.49	20	3.49			
Drumsticks	0.99	10	0.99	0.99	10	0.99			
Thighs									
Wings									
Necks									
Smoked Drumsticks	1.59	20	1.59						
Smoked Wings	1.59	20	1.59						
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.99	1,020	2.42	1.99 - 2.99	440	2.33	2.50 - 3.00	1,010	2.53
Sausage	1.99 - 2.59	1,720	2.18	1.99 - 2.84	1,040	2.38	2.05 - 2.46	800	2.13
85% lean	1.29 - 1.69	10	1.51	1.66	230	1.66			
93% lean	1.99 - 2.69	2,110	2.30	0.99 - 2.62	900	1.98	2.00 - 2.59	1,630	2.28
Breast	3.99	530	3.99	3.99	60	3.99			

Note: See page 1 for explanatory notes.